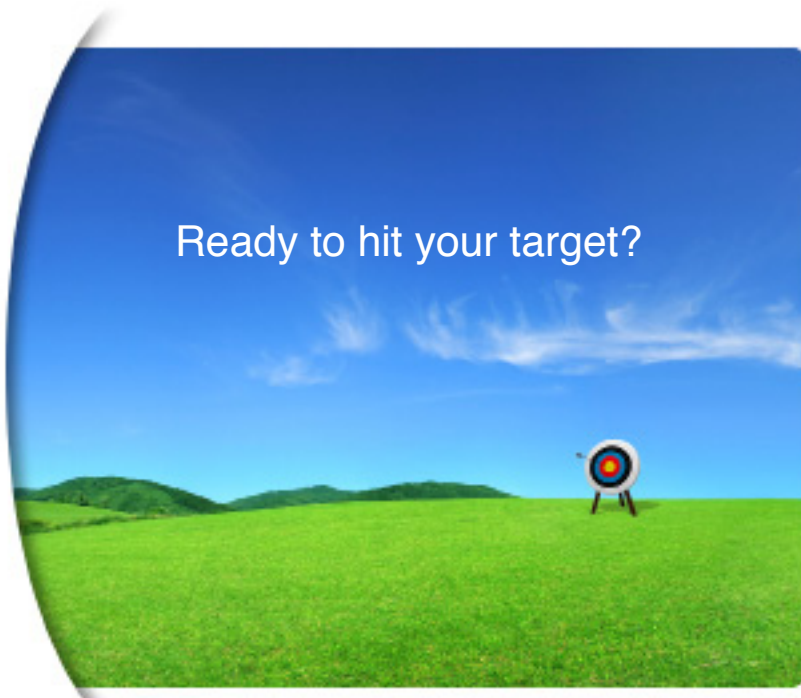




Ready to hit your target?



Pay Per Click Marketing Overview

ArcherSEM.com, targets your pay per click marketing campaigns to leverage a/b split testing, multi-variate testing, landing page optimization and PPC account level management and optimization to generate you sales and online income. Our program helps increase visibility, traffic and sales. Our multi-pronged approach includes Mobile, Content Networks, Radio, Television, Banner Display, Text Display at Cost Per Click and Cost Per Impression basis.

ArcherSEM.com
Internet Marketing on Target
1-888-726-5631



What set's us apart?

Our Proven Process

Our pay per click campaigns come fully optimized after rigorous competitive profiling has been done to find out what your competition is doing and how we can do it better. We use PPC best practices and advanced techniques like dynamic keyword insertion to provide a better quality score to your ads which brings your cost down and your position up in the paid placement area within Google, Yahoo and MSN.

We develop new landing pages each month which we use to do A/B split testing, multi-variate testing and to constantly test and improve our conversion efforts. We blend not only standard PPC ads but Radio, Display, Television, content network and Mobile marketing into these PPC campaigns.

Why do you need this?

Pay per click marketing does several things for you immediately. Through our PPC campaigns we are able to hedge your risk with this investment by finding keyword gems that have high conversions and low costs. We also use this technique when we marry a PPC and SEO campaign together to quantify traffic to long tail keyword terms which makes us 100% unique from our competition.

A PPC campaign with Archersem.com offers you instant visibility within the top search engines and opportunities for sales and leads right out of the gate. Brand ubiquity and constant brand impression will increase your overall sales so we use CPM based marketing to achieve this result and marry that with a CPC model which enables us to only pay for clicks from targeted visitors.

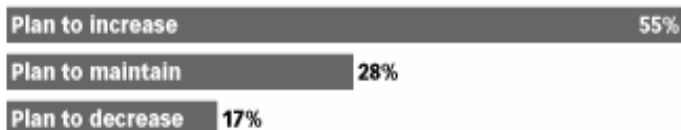
An ArcherSEM.com PPC campaign will help you cash in on those profitable keyword terms immediately instead of having to wait 3-6 months to see results through our organic SEO campaign. Think of PPC as a way to help navigate what keywords are money makers for your business. We test, test and do more testing on your campaign until we have found the right mathematical calculations for your campaign to convert at its highest level.

What can you expect?

We first start with full competitor research where we pull thousands upon thousands of keyword terms being used by your competition then analyze the information to create a PPC campaign that creates a highly profitable conversion campaign.

We do multiple landing pages and A/B split testing along with multi-variate testing to increase the likelihood of someone clicking and converting on your ads. We target competitive keyword terms along with non competitive keywords in order to bring down your CPC and find those hidden money making keyword gems!

Change in Paid Search Spending in the Next 12 Months According to US Search Marketers, 2008 (% of respondents)



Note: n=103

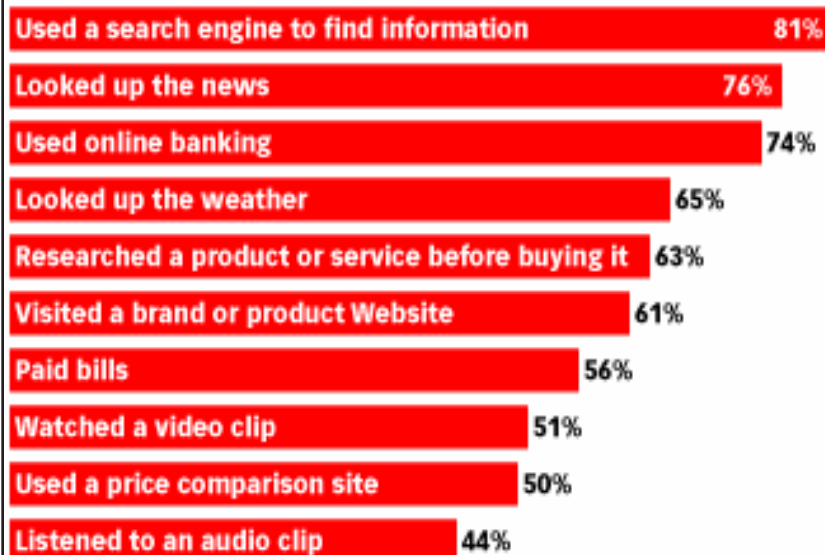
Source: JupiterResearch, "Large-scale Paid Search: Challenges and Opportunities" commissioned by Marin Software, October 2008 as cited by Search Engine Land, October 15, 2008

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www.eMarketer.com

The graph above shows the market intention of website owners and business owners planning on using pay per click marketing within the next 12 months.

Online Activities of Internet Users Worldwide, 2008 (% of respondents)



The number one reason people use the internet is to find information. Having your website visible when your customers are looking for you is key to online PPC marketing success!

Project Highlights

- Guaranteed improvement
- A/B split testing
- Multi-variate landing page testing
- Monthly landing page development
- Industry expert dedicated to account
- Quarterly marketing reviews to align our strategic planning
- Mobile, radio, television, display and content
- network advertising